

ABSTRAK

ADE ANJASMARA, 1851036 REPRESENTASI INDUSTRI TELEVISI DALAM FILM (ANALISIS SEMIOTIKA CHARLES SANDER PEIRCE DALAM FILM *PRETTY BOYS*) Skripsi, Prodi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Baturaja, 2022, Dibawah Bimbingan Dra. Umi Rahmawati, M.Si Sebagai Pembimbing I dan Dian Novitasari, M.I.Kom Selaku Pembimbing II.

Industri televisi saat ini telah menjadi bagian tidak terpisahkan dari kehidupan manusia, banyak orang menghabiskan waktunya lebih lama di depan televisi untuk menonton beragam program acara yang disajikan. Tayangan yang ditampilkan oleh industri televisi saat ini tidak sedikit yang membuat Idealisme luntur karena berbenturan dengan uang. Visi dan misi media pun tak lagi nyambung dengan program yang disiarkan. Rating tinggi dianggap berbanding lurus dengan kesuksesan menjangkau iklan. Program yang sukses adalah program yang rating-nya tinggi, tak peduli bagaimana kualitasnya. Karena itu, berbagai cara dilakukan agar acara mendapat rating tinggi. Meski sebuah acara dikatakan jelek, tidak mendidik, namun jika ratingnya tinggi, acara akan jalan terus. Program-program berkualitas tak lagi dipakai bila ratingnya tidak tinggi. (Widodo, 2016) Dikatakan oleh Ade Armando dalam Orde Media jika, industri televisi adalah alat yang digunakan oleh pemilik modal besar untuk melenakan, membuat bodoh, dan mendorong masyarakat enggan berpikir tentang masalah-masalah mendasar terkait penderitaan rakyat banyak. Tegasnya televisi adalah alat yang sengaja dikembangkan para penguasa modal untuk menipu dan membuat masyarakat cuma berpikir hal-hal remeh dan merasa dunia sebenarnya “baik-baik saja”. (Arief et all, 2015) Meski rating menjadi satu-satunya tolok ukur, ada beberapa pihak berpendapat bahwa rating tak berbanding lurus dengan kualitas acara. Stasiun televisi seperti mesti mengambil satu dari dua pilihan: mempertahankan program berkualitas yang rating-nya rendah, atau tetap menayangkan program yang sifatnya hiburan semata namun rating-nya tinggi. Pada aspek apresiasi, masyarakat diperkenalkan dengan berbagai jenis program televisi dari berbagai bentuk kuis, *talks show*, opera sabun, *variety show* hingga film. (Widodo, 2016) Penelitian ini lebih memfokuskan acara televisi yang berbasis film sebagai objek penelitian karena film menjadi salah satu media pembawa pesan yang sangat populer saat ini. Penelitian ini bertujuan untuk melihat gambaran industri televisi dalam film *Pretty Boys* dan penelitian ini mendeskripsikan permasalahan bagaimana industri televisi direpresentasikan melalui film *Pretty Boys*. Metode penelitian yang digunakan adalah pendekatan deskriptif kualitatif dengan analisis semiotika Charles Sander Peirce dalam film *Pretty Boys*. Hasil dari penelitian ini berupa beberapa kategori representasi industri televisi pada film *Pretty Boys* seperti: penonton bayaran, *bullying*, *Gimmick*, *rating*, *streeping*, perilaku tidak senonoh di televisi, kehidupan artis yang glamor, honor/bayaran artis, industri televisi di era digital, dan *Fans*/penggemar.

Kata Kunci : Film, Industri Televisi, Semiotika Peirce, *Pretty Boys*

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ADE ANJASMARA, 1851036 REPRESENTATION OF INDUSTRIAL TELEVISION IN THE FILM (ANALISIS SEMIOTIC CHARLES SANDER PEIRCE IN THE FILM OF PRETTY BOYS) Thesis, Department of Communication Science, Faculty of Social and Political Sciences, University of Baturaja, 2022, Under the leadership of Dra. Umi Rahmawati, M.Si As a leader I and Dian Novitasari, M.I.Kom as a leader II.

The television industry today has become an integral part of human life, many people spend time more time in front of the television to watch a diverse program of events is presented. Impressions displayed by the television industry is currently not the least of which make the Idealism faded because it clashed with the money. The vision and mission of the media was no longer connected with the program being broadcast. A high Rating is considered directly proportional to the success of the capture ads. A successful Program is the program that his ratings are high, no matter how the quality is. Therefore, a variety of the way done so that the show gets a high rating. Although an event said to be ugly, not to educate, but if the ratings are high, the event will be continued. Program-program quality is no longer used when its rating is not high. (Widodo, 2016) it is Said by Ade Armando in the Order of the Media if, the television industry is a tool used by the owner of a large capital to the air, making a fool, and encourage people reluctant to think about the fundamental problems related to the suffering of the people. He said television is a tool that is intentionally developed the rulers of the capital to cheat and make the community was just thinking things for granted and feel that the world is actually "fine". (Arief et al, 2015) Although the rating be the only yardstick, there are some parties argued that the rating is not directly proportional to the quality of the event. Television stations such as must take one of two options: maintain program quality rating-low, or remain tuned to the program that are mere entertainment but his ratings high. On the aspect of the appreciation, the community was introduced to various types of television programs of various shapes quiz, talks shows, soap operas, variety shows and film. (Widodo, 2016) this Study is focused television show based on the film as the object of research because the film became one of the carrier of messages that are very popular today. This study aims to see the picture of the television industry in the film Pretty Boys and this study describes the problems of how the television industry is represented through the film Pretty Boys. The research method used is a qualitative descriptive approach with the analysis of the semiotics of Charles Sander Peirce in the film Pretty Boys. The results of this study in the form of some categories of representations of industrial television on the film Pretty Boys like: audience mercenary, bullying, Gimmick, rating, streeping, indecent behavior at the television, the artist's life the glamour, honor/the mercenary artist, the television industry in the digital era, and Fans/fans.

Keyword : Film, Television industry, Semiotics Peirce, Pretty Boys.